



OCTOBER 23 - 27, 2024

the
exchange
BALTIMORE '24
NOMA ANNUAL CONFERENCE
local ideas + national impact





NOMA

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he National Organization of Minority Architects (NOMA), established in 1971 to eradicate the effect of racism in our profession, today remains committed to the diversification of the architecture and design industry and the increase of licensed Black and minority architects. With the largest NOMA membership to date, our more than 3,600 members from 42 professional chapters and 114 student chapters, are a force that push boundaries and break barriers to create a more inclusive and equitable future for all. NOMA was founded by architects who saw the need to advocate for the architecture and design industry to be more inclusive, cultivate emerging talent that is often overlooked, and create more equitable communities. We continue this fight for the profession today.

Our impact is felt when our organization wrestles with the dilemmas people face, particularly as they affect our profession. There is strength in numbers. By continuing to increase the support for this organization through member and donor contributions, we amplify our ability to speak and act against apathy, systemic barriers, intolerance and ignorance, as well as abuses of power and the environment. By growing

our organization, we develop a showcase for the excellence and creativity which was marginalized for too long. Through our publications and conferences, we welcome, celebrate and share with our partners and supporters that minority professionals have the talent and capabilities to perform in design and construction with any other group. We welcome our partners and supporters at these events.

We encourage you to watch [THIS VIDEO](#) on why NOMA Conference is important.



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the **ex**change

BALTIMORE '24
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The National Organization of Minority Architects (NOMA) proudly presents the annual NOMA Conference and Exposition, The EXCHANGE, in Baltimore from October 23–27, 2024. Join us and the more than 1,500 professional designers, students and partners from across the globe as we EXCHANGE through conversation, educational seminars, community exploration, and networking events to share perspectives that influence the future of the built environment. We are excited to host Conference 2024 in Baltimore, a vibrant and diverse historic community located along the Chesapeake Bay.

With picturesque neighborhoods, historic architecture, and a welcoming atmosphere, Baltimore is known as “Charm City.” The birthplace of the national anthem, Baltimore was also home to prominent figures that played significant roles in African American history, including Frederick Douglass, Thurgood Marshall, Elijah Cummings and Billie Holiday. Exploring Baltimore’s African American heritage is a journey through the struggles and triumphs of the community, which had a national impact on policies and culture. We are proud that late NOMA member Phil Freelon, the namesake of the NOMA Phil Freelon Professional Design Award, and his firm designed Baltimore’s Reginald F. Lewis Museum of African American History and Culture, teaching visitors about Black history and culture and demonstrating the belief that architecture is a form of activism and education. Mr. Freelon

also designed the Center for the Built Environment and Infrastructure Studies (CBEIS) at Morgan State University, which is the only Historically Black College and University (HBCU) in Maryland with an accredited architecture program.

One of America’s oldest cities, Baltimore has the oldest continuously operating public market system in the United States. With more than 10 public markets across the city today, these markets symbolize a place of EXCHANGE beyond goods, but tradition, storytelling, and camaraderie. The conference theme, The EXCHANGE, conveys the sharing of ideas, partnerships and collaborations; how our communities grow in knowledge, spirit and connection through each EXCHANGE. Our daily EXCHANGES, both big, like attending NOMA Conference, or small, like coffee with a colleague, have the power to ignite positive change and fuel our future advancements. We must be active participants in the EXCHANGE; it is these acts that facilitate a better tomorrow.

Let us come together in Baltimore, in partnership with the Bmore NOMA chapter, to uphold our mission, celebrate our members and EXCHANGE in conversations to advocate for the underrepresented and create lasting change. Please join us in support of the advancement of our community as the most ambitious and progressive diverse professionals of the built environment as we come together to celebrate the future of architecture and design.

Charm City awaits your visit!

LETTER FROM THE PRESIDENT

On behalf of the NOMA Board of Directors and the 2024 Conference Planning Committee, it is my honor and privilege to invite you to the annual NOMA Conference and Exposition, The EXCHANGE, from October 23–27, 2024 in Baltimore.

NOMA was founded over five decades ago by a visionary group of architects determined to combat discrimination, biases, and policies that plagued minority design professionals in the architecture and design industry. Today, we are a thriving community of more than 3,600 professionals and students, united by a shared mission to diversify our field, eradicate the lingering effects of racism, and create greater economic opportunities for BIPOC architects.

Join us and explore historic Baltimore—its diverse communities, rich history and culture and cuisine—even partake in a traditional Baltimore crab feast. One of the oldest cities in the United States, Baltimore was home to the largest population of free Black people half a century before the Emancipation Proclamation. It has remained a

majority Black city for the last several decades, with African Americans significantly impacting the culture, dialect, history, politics, and music of the city. Learning and accurately documenting our history is critical to the profession and society, and I look forward to celebrating the work of beloved past NOMA member, Phil Freelon, as I visit the acclaimed Reginald F. Lewis Museum of African American History and Culture in Baltimore.

I, in partnership with the Bmore NOMA chapter, am pleased to welcome you to this extraordinary city to participate and experience the NOMA Conference, The EXCHANGE. This year's theme is seeped in the imperative idea that our voices are strongest together—we must collaborate, engage and dialogue to foster change in the industry. Conference is a powerful opportunity to come together, EXCHANGE ideas, and foster meaningful connections with our global members and partners. It's a time for engaging lectures and transformative workshops, to bond with the local community and to celebrate the outstanding contributions of our members.

From its historic public markets to the famous Baltimore crab feasts, the EXCHANGES that occur between people create an energy for change. As an organization rooted in a rich legacy of activism, NOMA's mission is to empower our local chapters and membership to foster justice and equity in communities of color through outreach, community advocacy, professional development, and mentorship. Active participation is at the heart of this mission. Together, NOMA members and partners bring their talents and experiences to our conference creating an environment to positively change the profession and transcend beyond Baltimore. We will remain revolutionaries, never wavering in our pursuit of a more inclusive architecture industry, where every voice is not only valued but cherished.

We thank you for your partnership as we gather to EXCHANGE ideas, learn, push boundaries and celebrate individual and collective achievements together in Baltimore. With your support, we will transform the industry.

Be Revolutionary,

PASCALE SABLAN, FAIA, NOMA, LEED AP
NOMA President 2023–2024

Chief Executive Officer, New York Studio, Adjaye Associates
AIA Whitney M. Young Jr. Award Recipient 2021
AIA Equity and the Future of Architecture Committee Member





BALTIMORE

WELCOMES YOU



Bmore NOMA is pleased to welcome NOMA members, partners and allies to “Charm City”—Baltimore! Home to the best crab cakes, beautiful waterfront views along the Baltimore Inner Harbor and the birthplace of our National Anthem, we cannot wait to see you in our city for what will be another unforgettable NOMA Conference.

As Maryland’s largest city, Baltimore is a metropolis, blending history with modernity. We invite each of you to explore its beauty and charm—from Graffiti Alley, where artists can legally practice their trade, to our world-class museums, including the American Visionary Art Museum and the Reginald F. Lewis Museum of African American History and Culture, designed by late NOMA member Phil Freelon, who also designed the Center for the Built Environment and Infrastructure Studies (CBEIS) at Morgan State University—there is much to see and learn!

And let’s not forget about our favorite local cuisine, the blue crab, found in the Chesapeake Bay and enjoyed at any Baltimore-based crab feast. Crab feasts are a moment of gathering and collaborating—an activity that unites and creates community. We cannot wait to indoctrinate you into this special tradition enjoyed by Baltimoreans.

Bmore NOMA, established in 2017 and now with 76 members, is proud to call Baltimore home and welcome you to **The EXCHANGE**, NOMA’s 2024 Annual Conference.

The theme symbolizes the conversations, actions and partnerships that take place every day in our communities to drive change, and how we utilize our unique abilities, our X Factor, to make a lasting impact. Inspired by our historic Public Market System with more than 10 markets across the city today, the EXCHANGES we have each day greatly impact our future. Living in a majority Black city, our community knows there are still conversations and EXCHANGES that need to take place to create a more equitable environment.

NOMA members have extraordinary talents and, together, within our communities, our work, dialogue, openness to new perspectives and collaborative ideas, will create impactful change. Please join us for NOMA Conference, **The EXCHANGE**, where members, allies and partners unite to hear from industry experts, participate in discussion and network with peers. We gather as a global community to engage, learn and celebrate to then return to our respective communities to share our message and show how conversations and collaborations can transform the industry.

We are truly excited to welcome you to Charm City!

SALLY PLUNKETT, ASSOC. AIA, NOMA
NOMA 2024 Conference Chair
Bmore NOMA Vice President, 2024

NOMA CONFERENCE ATTENDEES

The 2023 NOMA Conference
hosted in Portland, Oregon reached

1,500+

participants

NOMA membership has increased in recent years to

3,600+

members—and growing!

**Members come from various design professions
and outlets, including:**

Architecture, Engineering, and Planning Professionals

Students of Architecture at all levels

Interior Designers

Urban Designers

Building Operations and Maintenance Engineers

Landscape Designers

Green and Sustainable Designers

Revitalization and Economic Development Officials

University Faculty and Recruiters

Emerging Professionals—and more!

of NOMA Professional Chapters

43

of NOMA Student Chapters

118



PARTNERSHIPS MATTER

NOMA sponsors are loyal—returning year after year. Why? We take the time to assess your needs, understand your short-term and long-term goals, and develop solutions that deliver.

2023

Building Bridges
PORTLAND, OR

DIAMOND ELITE

Lamar Johnson Collaborative /
Clayco

DIAMOND

AIA
Gensler
HKS
HOK
NCARB
Perkins + Will
ZGF Architects

PLATINUM

Eco Spec
HGA
Hoffmann
Travel Portland

GOLD

Adjaye & Associates
Carnegie Mellon University |
School of Architecture
Corgan
DLR Group
HDR
Perkins Eastman
SmithGroup

SILVER

NOMA Foundation
Quinn Evans
Trahan Architects
Van Meter Williams Pollack LLP
Autodesk
Energy Trust of Oregon
Lease Crutcher Lewis
LRS Architects
MACKENZIE
Mortenson
MWA Architects
Oh planning+design, architecture
Prosper Portland
Schemata Workshop
Skanska
Cooper Carry
Gresham Smith- Nashville
Hamilton Anderson

STUDENT DESIGN COMPETITION

HDR
SOM
Stantec

BRONZE

Ayers Saint Gross
Columbia University, GSAPP
Delon Hampton
Harvard Graduate School of
Design
HED
KTGY
LPA Design Studios
University of Maryland, School
of Architecture, Planning and
Preservation
Walt Disney Imagineering
AIA Oregon
Akana
Allied Works
Andersen Construction
BRIC
Hacker Architects
Hennebery Eddy Architects
Holst Architecture
James E. Roberts - Obayashi Corp.
Mithun
NBBJ
OHSU
Opsis
Portland CSI
Shiels Oblatz Johnsen
Soderstrom Architects
University of Oregon
Woodworks
co:census
DEWBERRY ARCHITECTS INC.
HASTINGS Architecture
HMC Architects
Olson Kundig
PYATOK architecture + urban
design
Shepley Bulfinch
Tonab Architecture
University of Penn

ROSE

Arcadis
Bora Architecture + Interiors
Dean Alan
Valar Consulting Engineering LLC
Walsh Construction
West of West Architecture +
Design

2022

NOMA Unplugged
NASHVILLE, TN

DIAMOND

AIA
Gensler
HOK
Lamar Johnson Collaborative /
Clayco
National Council of Architectural
Registration Boards (NCARB)
Perkins + Will

GOLD

Adjaye & Associates
Avery Dennison
CannonDesign
Carnegie Mellon University
Cooper Carry
Eastman
Gee Studios, Inc.
Gresham Smith
Gray AE
Hastings Architecture
HDR
Moody Nolan
Nashville Convention & Visitors
Corp
National Trust for Historic
Preservation
Quinn Evans
SilverSmith
StantecPerkins
STG
TMP
Travel Portland
ULI Tennessee
University of TN (UT)
VMWP

STUDENT DESIGN COMPETITION
SOM

BRONZE

AIA DC
Ayers Saint Gross
Belmont University
Centric
Columbia University, GSAPP
Digsau
Elkus Manfredi Architects
EOA Architects
ESa
Guardian Glass
Harvard University
HDA Architects
HKS

I.C. Thomasson Associates, Inc
KTGY
Manual Zeitlin
Mead & Hunt
National Council of Architectural
Registration Boards (NCARB)
Schemata Workshop
Turner Construction
University of Pennsylvania
WallerLaw

2021

**NOMA 50:
Detroit Homecoming**

DIAMOND

AIA
Bedrock
Gensler
HOK
Perkins + Will

PLATINUM

AECOM
Lamar Johnson Collaborative

GOLD

Adjaye & Associates
Carnegie Mellon University
NORR

STUDENT DESIGN COMPETITION
SOM

BRONZE

BRIC Architecture, Inc.
Columbia University, GSAPP
Corgan
Fishbeck
Harvard University
Jacobs
KTGY
MSU

National Council of Architectural
Registration Boards
Robert A.M. Stern Architects
Stantec
University of Detroit-Mercy
University of Pennsylvania
ZGF ARCHITECTS LLP

TRANSPORTATION

DIEKEMA HAMANN
architecture & engineering

HOST CHAPTER PARTY

University of Detroit-Mercy



CONFERENCE SPONSORSHIP

For those interested in leveling up sponsorship beyond \$25,000, make an inquiry about our **DIAMOND ELITE** opportunities at conference@noma.net.

	DIAMOND \$25,000	PLATINUM \$15,000	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000	COPPER \$2,500
Company or Organization Name, Logo and Website Link on Conference Mobile App						
Logo Recognition in Print and Digital Marketing						
In-Person Conference Registrations <i>Not applicable at late registration</i>	5	4	3	2	1	1
Exhibit Space						Copper level sponsorships are available to NOMA members firms only.
Ad size in NOMA Magazine released at Conference	Full page	½ page	¼ page	1/8 page		
NOMA National Memberships	5	3	2			
Exclusive Opportunity for Direct E-Blast to NOMA Membership <i>Over 6,000 contacts</i>	2	1				
Recognition on all print and digital media, and press releases as Signature Sponsor						
Guaranteed Seminar Spot						

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.

ASSETS AND AD ARTWORK MUST BE RECEIVED BY SEPTEMBER 1, 2024 TO GET FULL BENEFITS OF SPONSORSHIP.



SPONSORSHIP OPPORTUNITIES

Diamond Level Sponsors

\$25,000

Company or Organization Name, Logo and Website Link on Conference Mobile App, listed on press release, along with high visibility advertising on-site

5 Conference Registrations

Prime Location Exhibit Space at the Vendor Expo w/2 Expo Only Passes—includes lead capture

5 NOMA National Memberships—local chapter dues not included

Logo Recognition in Print Media

Guaranteed Seminar Spot—Must send to submit@noma.net by March 15, 2024

Priority Seating at Awards Banquet

Recognition on all print and digital media, and press releases as Signature Sponsor

Full page ad in NOMA Magazine released at NOMA Conference if artwork is submitted by September 1, 2024 deadline

Exclusive Opportunity for 2 Direct E-Blasts to NOMA Membership

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.



SPONSORSHIP OPPORTUNITIES

Platinum Level Sponsors

\$15,000

Company or Organization Name, Logo and Website Link on *Conference Mobile App*

4 Conference Registrations

Prime Location Exhibit Space at the Vendor Expo w/2 Expo Only Passes

3 NOMA National Memberships—*local chapter dues not included*

Logo Recognition in Print and Digital Media

½ Page Ad in NOMA Magazine in Prime Location if *artwork is submitted by September 1, 2024 deadline*

Exclusive Opportunity for 1 Direct E-Blast to NOMA Membership

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.



SPONSORSHIP OPPORTUNITIES

Gold Level Sponsors

\$10,000

Company or Organization Name, Logo and Website Link on Conference Mobile App

3 Conference Registrations

Location Exhibit Space at the Vendor Expo w/2 Expo Only Passes

2 NOMA National Memberships—local chapter dues not included

Logo Recognition in Print and Digital Media

¼ Page Ad in NOMA Magazine if all artwork is submitted by September 1, 2024 deadline

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.



SPONSORSHIP OPPORTUNITIES

Silver Level Sponsors

\$7,500

Company or Organization Name, Logo and Website Link on Conference Mobile App

2 Conference Registrations

Location Exhibit Space at the Vendor Expo w/2 Expo Only Passes

Logo Recognition in Print and Digital Media

1/8 Page Ad in NOMA Magazine if all artwork is submitted by September 1, 2024 deadline

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.



SPONSORSHIP OPPORTUNITIES

Bronze Level Sponsors

\$5,000

Company or Organization Name,
Logo and Website Link on Conference
Mobile App

1 Conference Registration

Location Exhibit Space at the Vendor
Expo w/2 Expo Only Passes

Logo Recognition in Print
and Digital Media

Copper Level Sponsors

\$2,500

Reserved for NOMA Member Firms only

Company or Organization Name, Logo
and Website Link on Conference Mobile App

1 Conference Registration

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.



LOCAL SPONSORSHIP OPPORTUNITIES

Charm Sponsorship

\$2,000

Eligible for local small businesses in Baltimore and the DMV area

Must meet the State of Maryland's eligibility standards to become a Small Business Reserve (SBR) vendor (certification not required)

Company or Organization Name, Logo and Website Link on Conference Mobile App

Logo Recognition in Print and Digital Media

Inclusion of business on list of recommended places for attendees (est. 1500+)

2 Tickets to Local Chapter Party

Opportunity to offer discount to conference attendees will be shared via app, notifications, emails, and optional insert in all attendee bags. *N.B. cost and shipping of insert provided by sponsor*

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.



SPONSORSHIP OPPORTUNITIES

Barbara G. Laurie Student Design Competition Sponsor

\$15,000 **SOLD OUT**

1 Competition Juror (*must be a NOMA member with community project experience*)

Company or organization name, logo and website link on *Conference Mobile App* and *conference program*

Acknowledgement at Awards Banquet

Logo Recognition in Print and Digital Media

Prime location and exhibit space at the Grad School fair events (on Friday); including 2 Expo only passes

3 Conference Registrations per sponsor (including 1 juror)

Exclusive opportunity for direct e-blast to NOMAS membership list

¼ page ad in NOMA magazine if all artwork is submitted by *September 1, 2024 deadline*

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.



SIGNATURE EVENT OPPORTUNITIES

SPONSORSHIPS MUST BE PAID IN FULL NO LATER THAN AUGUST 15, 2024.

Local Chapter Welcome Reception	Elevate your brand by sponsoring the venue and food at the Local Chapter Welcome Reception, welcoming NOMA attendees to Baltimore! Gain prominent visibility with event signage and enjoy a personalized shout-out during the event.	\$40,000
Keynote Address <i>One available</i>	Sponsorship includes verbal recognition during programming, recognition on screen, online, in person, on social media and in NOMA Magazine.	\$20,000
Conference Wi-Fi	Provide high-quality WiFi services throughout the conference hotel. Sponsorship includes exclusive branding opportunity on a dedicated landing page for your company. Your brand will be linked to this essential service, ensuring maximum exposure and recognition as attendees stay connected at the conference hotel.	\$20,000
Student Networking Reception SOLD OUT	Social cocktail hour prior to the Awards Banquet. Take advantage of a unique networking opportunity to make connections with all the conference attendees in one place. Includes signage promo at bar & DJ shoutouts.	\$10,000
ASL Interpreter & Closed Captioning	Provide an ASL interpreter and closed captioning for in person attendees at Keynote Addresses and the Awards Banquet.	\$10,000
Sunday Morning Basketball Game	Sponsorship of this event will provide venue rental and transportation. An exclusive opportunity to address the audience prior to tip off.	\$7,000
Community Service Legacy Project	Includes transportation to project site, materials required for project, snacks and beverages, logo on event t-shirts for participants, recognition on social media. Project supports local community.	\$5,000
Off-site Seminar/ Building Tour	Provide transportation for in-person attendees, snacks and beverages and off-site location for a seminar or tour. Advertising will be placed in wayfinding signage, recognition on screen and sponsors will be verbally recognized at the event.	\$5,000
Awards Banquet Table	Reserved seating for NOMA Chapters & NOMA Member-Owned Firms. Comes with table signage, wine at table and table photo. Priority location.	\$3,000
Ad in NOMA Magazine	Full Page Ad. Artwork must be received by September 1, 2024.	\$2,000



2024 GRAD FAIR + EXPO

The NOMA Grad Fair & Expo offers a tremendous range of opportunities to connect with conference attendees, share information about your firm and open positions, or your school and its academic programs. Exhibitors can participate knowing you will be connecting with architects, designers, students, community activists and design faculty of color from all over the United States and the world. The NOMA Grad Fair & Expo is a chance to expand networking with designers and students of color. The NOMA conference team is looking forward to working with you this year and having your company or school recognized as a valued partner of this year's version of our annual National Conference & Exposition!

Graduate School Fair Exhibitors

\$1,500

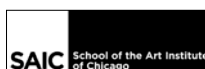
\$2,000 after September 1, 2024

Corporate, Products, and Materials Exhibitors

\$2,000

\$2,500 after September 1, 2024

PAST EXHIBITORS INCLUDE





SPONSORSHIP COMMITMENT FORM

Become a sponsor by [CLICKING HERE](#). Sponsorships must be paid in full no later than August 15, 2024.

COMPANY NAME

CONTACT PERSON

ADDRESS

PHONE

EMAIL

NAME OF BILLING CONTACT (for sponsorship payment, if different)

PHONE

EMAIL

SPONSORSHIP PACKAGE Diamond \$25,000* Platinum \$15,000* Gold \$10,000* Silver \$7,500*
 Bronze \$5,000 Copper \$2,500 Charm City \$2,000 Student Design Competition \$15,000

ADDITIONAL SPONSORSHIP OPPORTUNITIES

- Local Chapter Welcome Reception \$40,000
- Keynote Address \$20,000 (limited to one sponsor)
- Conference Wi-Fi \$20,000
- Student Networking Reception \$10,000
- ASL Interpreter & Closed Captioning \$10,000
- Sunday Morning Basketball Game \$7,000
- Community Service Legacy Project \$5,000
- Off-site seminar/building tour \$5,000
- Awards Banquet Table \$3,000
- Full Page Ad in NOMA Magazine \$2,000 (artwork due by September 1, 2024)*

GRAD FAIR + EXPO OPPORTUNITIES Graduate School Exhibitors \$1,500 (\$2,000 after 9/1/2024)

Corporate, Products, and Materials Exhibitors \$2,000 (\$2,500 after 9/1/2024)

TOTAL VALUE \$

SIGNATURE

PAYMENT OPTIONS

- ELECTRONIC ACH PAYMENTS: **Complete this form to receive an invoice**
- CHECK: Print this completed Commitment Form and mail check to NOMA, P.O. Box 3558, Washington DC 20027-0058

Did you sponsor last year? Yes No If yes, would you like to use the same logo artwork? Yes No

* Sponsorship at this level allows for advertisement in NOMA Magazine.
See the following page for ad specifications and instructions for sharing artwork.



NOMA MAGAZINE AD SPECIFICATIONS

PLEASE SUPPLY ARTWORK IN THE FOLLOWING FORMAT:

Use the correct measurements shown below. Note measurements are provided in inches, **WIDTH** by **HEIGHT**.

Use CMYK photos, images, logos throughout.

Save artwork as a hi-res **PDFX1A-2001** in CMYK color mode. Hi-res JPG in CMYK color mode also acceptable.

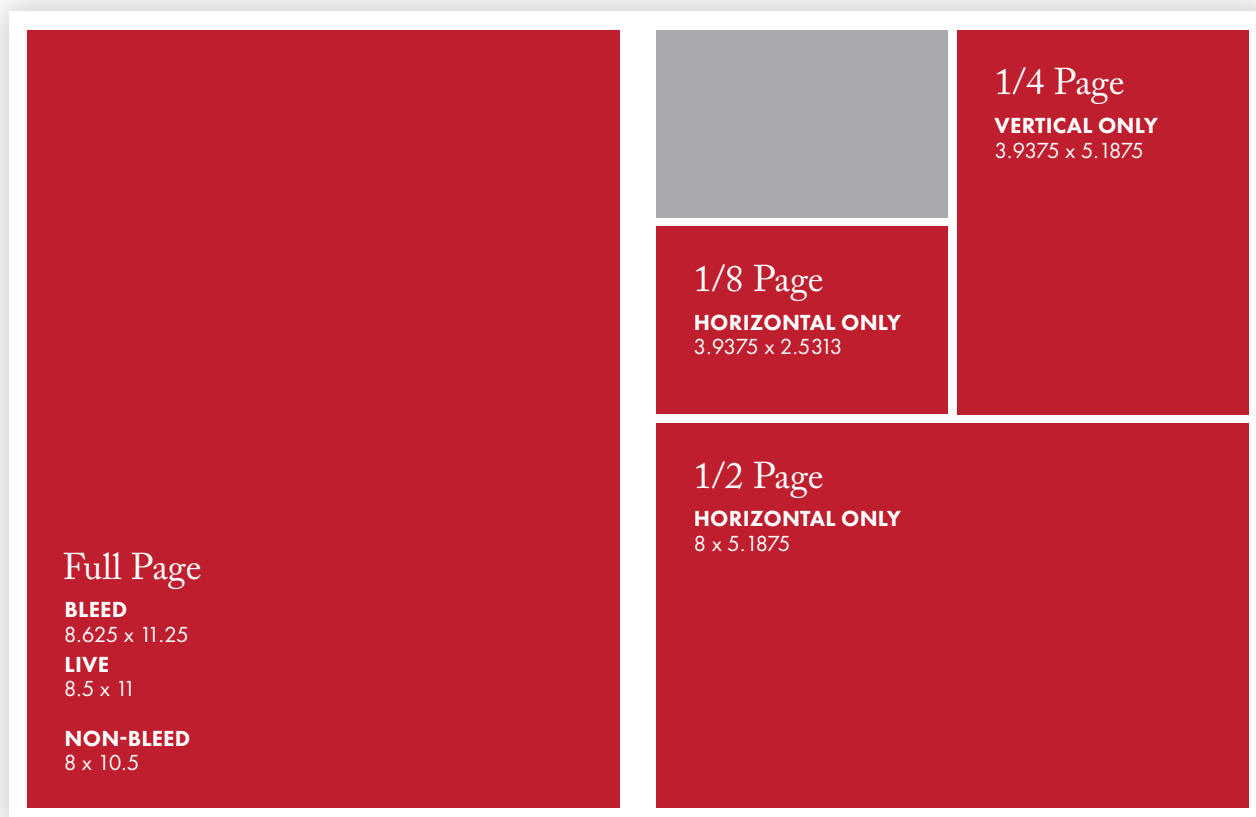
For full page ads with bleeds, please include crop marks.

PUBLICATION INFORMATION:

Trim size: 8.5 x 11 inches / Binding: Saddle-stitch / Ink: CMYK / Stock: 80# Text, coated silk

Submit artwork no later than September 1, 2024 to conference@noma.net.

NOTE: Sponsorships must be paid in full for ad to be included in publication.



Questions about
becoming a sponsor?

Contact:
conference@noma.net

www.noma.net

